

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-44. (Cancelled).

45. (Previously Presented) A method of operation, performed by a device, comprising:

receiving by the device, from a first server of a first service provider, a request for registration information for a user of the device, the registration information requested including one or more personality characteristics;

the device causing a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by the device, or the device causing the second server to transmit, the personality profile to the first server to respond to the request.

46. (Previously Presented) The method of claim 45, wherein the method further comprises the device requesting the first service provider for information.

47. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and transmitted to the first server of the first service provider by the device, and the method further comprises

receiving by the device, the personality profile from the second server of the personality service provider.

48. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, and the method further comprises

receiving by the device, a list of personality profiles from the second server of the personality service provider, the list having been put together by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and

selecting by the device, a personality profile from the list of personality profiles.

49. (Previously Presented) The method of claim 45, wherein the personality profile is generated by the device, and transmitted to the first server of the first service provider by the device.

50. (Previously Presented) The method of claim 45, wherein the method further comprises requesting by the device, to initiate an e-commerce transaction with the first service provider, or to participate in a chat session hosted by the first service provider.

51. (Previously Presented) The method of claim 45, wherein said one or more personality characteristics comprise at least one selected from a group consisting of a description of hobbies, a description of interests, and a biographical description.

52. (Previously Presented) A method of operation, performed by a first server of a first service provider providing a personality service, comprising:

receiving by the first server, from a client device, a request to dynamically generate and provide a personality profile having one or more personality characteristics for a user of the client device, for responding to a request of a second server of a second service provider, requesting for registration information for the user, the registration information requested including the one or more personality characteristics;

providing by the first server, a personality profile having the one or more personality characteristics for response, the one or more personality characteristics being

based at least in part on content of a service provided by the second service provider;  
and

transmitting by the first server to the client device or the second server the  
generated personality profile.

53. (Previously Presented) The method of claim 52, wherein said receiving  
comprises receiving by the first server, the one or more requested personality  
characteristics from the client device.

54. (Previously Presented) The method of claim 52, wherein the method further  
comprises the first server ascertaining the service offered by the second service provider,  
based at least in part on a communication between a server of the second service  
provider and the first server.

55. (Previously Presented) The method of claim 52, wherein said providing  
comprises  
identifying by the first server, for the client device, a plurality of personality profiles;  
and  
receiving by the first server, from the client device, a selection of one of the  
identified personality profiles.

56. (Previously Presented) The method of claim 52, wherein said providing  
comprises generating by the first server one or more personality profiles having the one  
or more personality characteristics, the one or more personality characteristics being  
based at least in part on a service provided by the second service provider.

57. (Previously Presented) The method of claim 52, wherein said one or more  
personality characteristics comprise at least one of a description of hobbies, a description  
of interests, and a biographical description.

58. (Currently Amended) ~~An apparatus~~ A computing device comprising:  
a storage medium having stored therein a plurality of programming instructions,  
designed to enable the apparatus to

receive from a first server of a first service provider, a request for  
registration information for a user of the apparatus, the registration information  
requested including one or more personality characteristics,

cause a second server of a second service provider to dynamically generate  
and provide a personality profile having one or more personality characteristics,  
the one or more personality characteristics based at least in part on content of a  
service offered by the first service provider, the second service provider providing  
a personality service, and

transmit, or cause the second server of the personality service provider to  
transmit, the personality profile to the first server of the first service provider to  
respond to the request; and

a processor coupled to the storage medium to execute the plurality of  
programming instructions.

59. (Currently Amended) The computing device apparatus of claim 58, wherein  
said plurality of instructions are further designed to enable the apparatus to perform at  
least a selected one from the group consisting of requesting information from the first  
service provider, initiating an e-commerce transaction with the first service provider, and  
participating in a chat session hosted by the first service provider.

60. (Currently Amended) The computing device apparatus of claim 58, wherein  
said plurality of instructions are designed to enable the apparatus to request the  
personality service provider for the personality profile.

61. (Currently Amended) The computing device apparatus of claim 60, wherein  
said plurality of instructions are further designed to enable the apparatus to receive a list  
of personality profiles from the personality service provider, and identify for the  
personality service provider a selected one of the list of personality profiles.

62. (Currently Amended) The computing device apparatus of claim 58, wherein said plurality of instructions are designed to enable the apparatus to generate the personality profile.

63. (Currently Amended) The computing device apparatus of claim 58, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

64. (Currently Amended) An article of manufacture including a computer readable medium tangibly embodied to be read by a computer having instructions stored thereon that, if executed by a computing device, cause the computing device to perform a method comprising:

a storage medium; and  
a plurality of programming instructions stored in the storage medium, the programming instructions designed to program an apparatus to enable the apparatus to dynamically generate/generating and provide/providing a personality profile having one or more personality characteristics for a user of a client device for use to register the user with a service provider, the one or more personality characteristics based at least in part on content of a service provided by the service provider.

65. (Currently Amended) The computer-readable medium/article of manufacture of claim 64, wherein the programming instructions are designed to enable the apparatus to the method further comprises generate/generating the personality profile based at least in part on a service provided by the service provider.

66. (Currently Amended) The computer-readable medium/article of manufacture of claim 64, wherein the programming instructions are designed to enable the apparatus to the method further comprises provide/providing a list of personality profiles to the client device, based at least in part a service provided by the service provider, and receive a selection from the provided list from the client device.

67. (Currently Amended) The ~~computer-readable medium~~article of manufacture of claim 64, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

68. (Currently Amended) The ~~computer-readable medium~~article of manufacture of claim 64, wherein ~~said plurality of instructions are further designed to either enable the apparatus to the method further comprising~~ transmitting the personality profile to the client device, or transmitting the personality profile to a server of the service provider.

69. (Previously Presented) A system comprising:  
a networking interface;  
a storage medium coupled to the networking interface, and having stored therein a plurality of programming instructions designed to enable the system to,  
receive from a first server of a first service provider, a request for registration information for a user of the system, the registration information requested including one or more personality characteristics,  
cause a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics, the one or more personality characteristics based at least in part on a service offered by the first service provider, the second service provider providing a personality service, and  
transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and  
a processor coupled to the storage medium and the networking interface to execute the programming instructions.

70. (Currently Amended) The system of claim 69, wherein the programming instructions are further designed to enable the system to perform at least ~~a selected one from the group consisting one~~ of requesting information from the first service provider,

initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

71. (Previously Presented) The system of claim 69, wherein the programming instructions are further designed to enable the system to receive a list of personality profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

72. (Previously Presented) The method of claim 45, wherein prior to transmission of the personality profile by the device, the personality profile is provided to the device by the second server.

73. (Previously Presented) An apparatus, comprising:  
means for receiving from a first server of a first service provider, a request for registration information for a user of the apparatus, the registration information requested including one or more personality characteristics;

means for causing a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

means for transmitting or causing the second server to transmit, the personality profile to the first server to respond to the request.

74. (Currently Amended) A method, comprising:  
accessing or attempting to access by a computing device a first service provider ~~by a user~~;

receiving by a ~~user~~computing device, in response to the accessing or attempting to access a request for registration information, the registration information requested including one or more personality characteristics;

causing, by a ~~user~~computing device, a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by a ~~user~~computing device, or causing a ~~server~~computing device to transmit, the personality profile to the first service provider to respond to the request.